

Persuasive Technology Beyond User Needs

Yoo Young Lee

Digital User Experience Librarian
Liaison Librarian in Health and Rehabilitation Sciences

Indiana University Purdue University Indianapolis
yooylee@iupui.edu

Image credit: Justin M fsud
<http://usabilitygeek.com/the-difference-between-usability-and-user-experience/>





Argue over Toothpaste?

My roommate's solution!



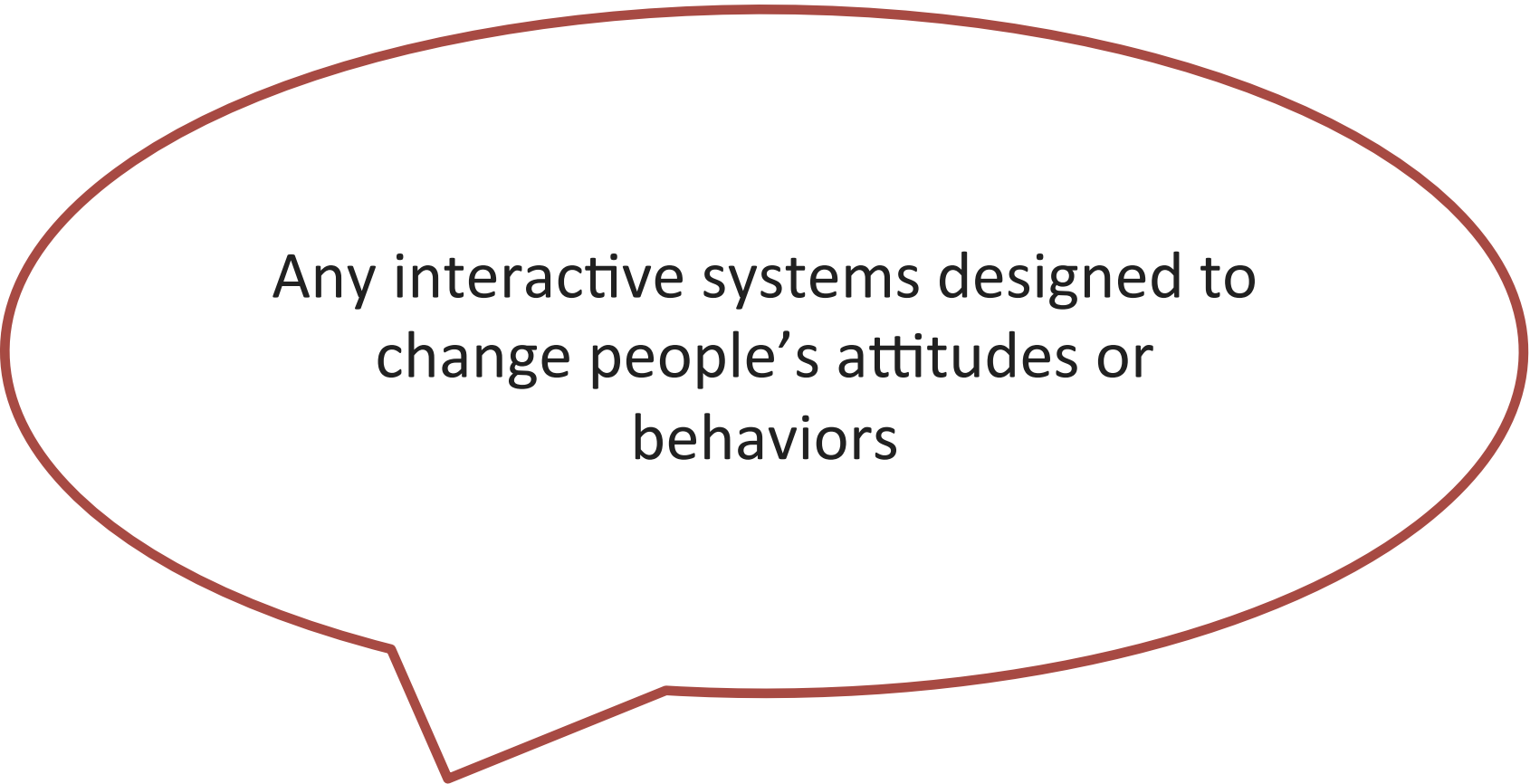
**So many ways to
change a behavior!**



Outline

1. What are Persuasive Technologies?
2. Why do they matter to the academic library website?
3. How to implement them to enhance the website?
4. Next steps
5. Q&A

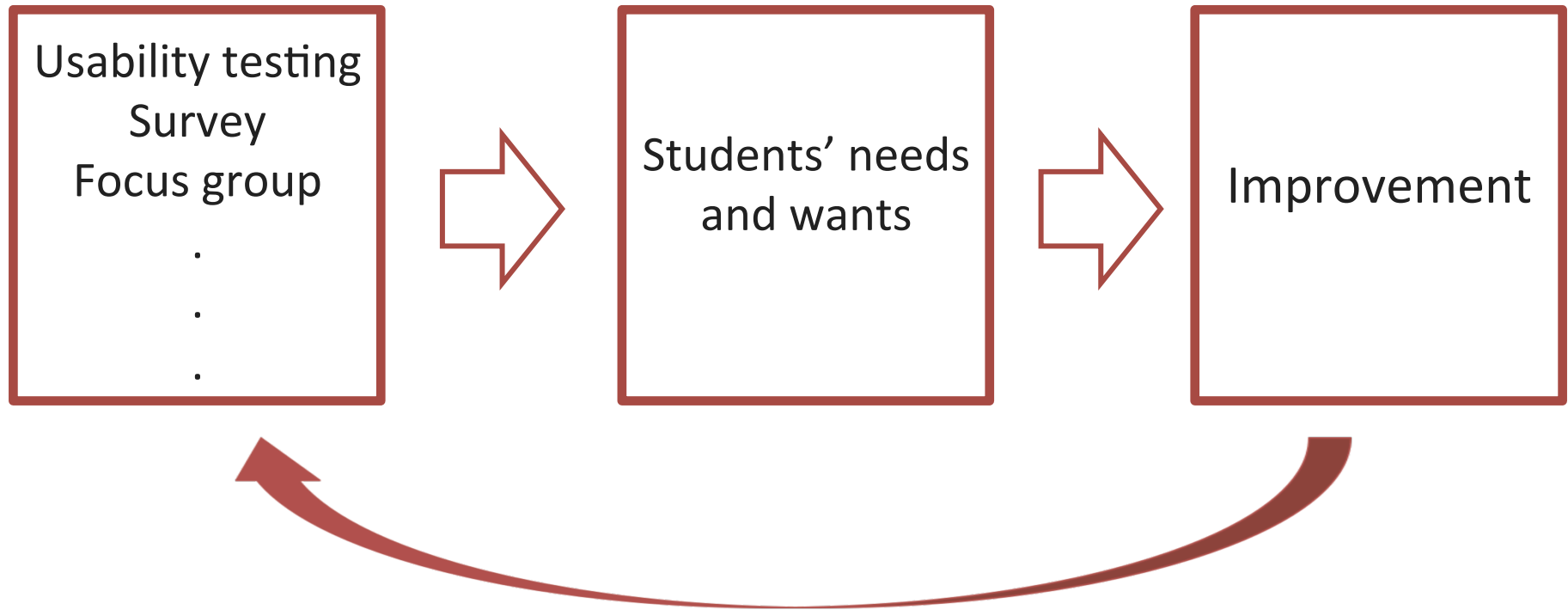
Persuasive Technologies



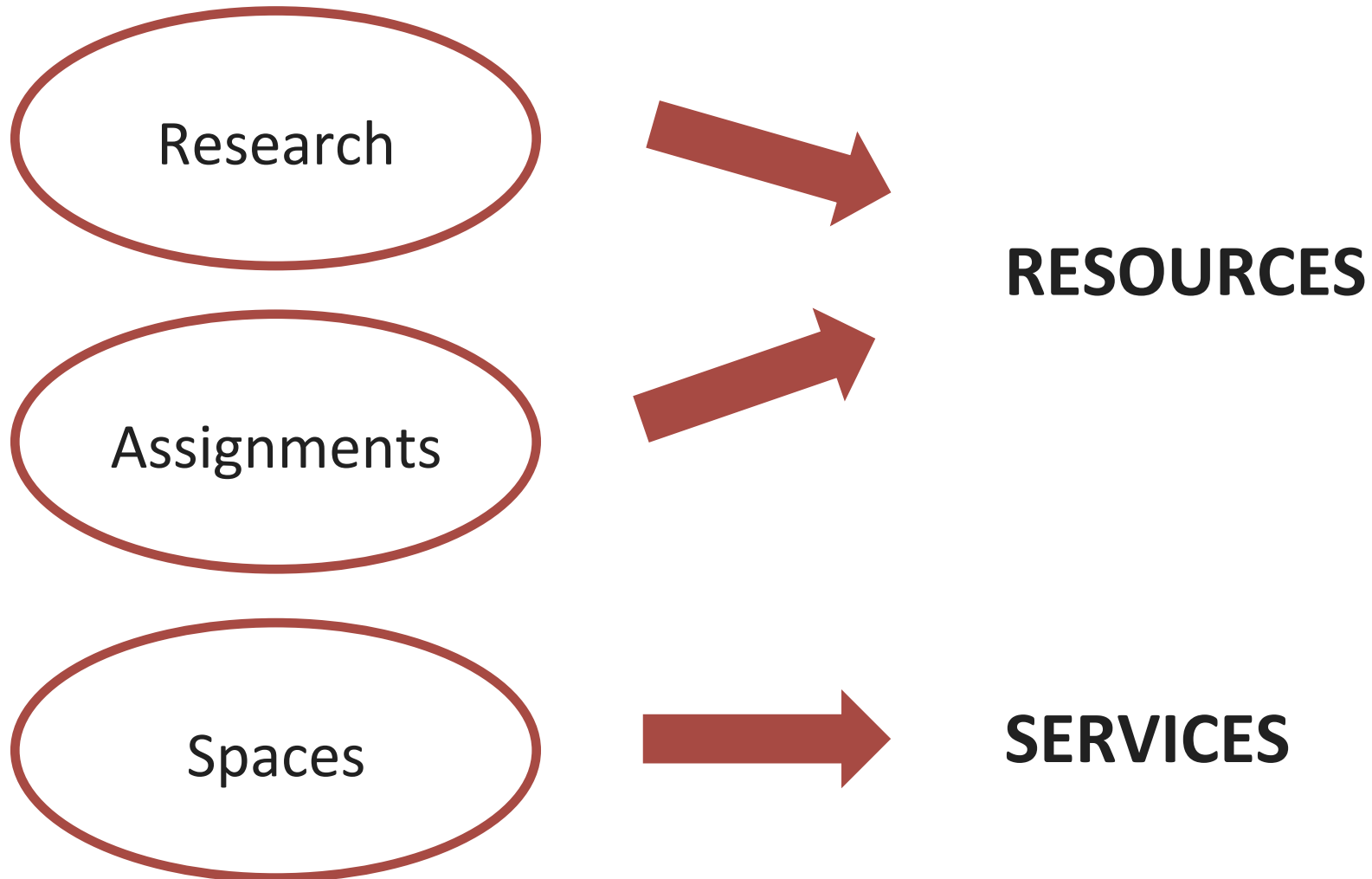
Any interactive systems designed to
change people's attitudes or
behaviors

Fogg, B.J. (2003). Persuasive Technology: Using computers to change what we think and do.

Process for website improvement

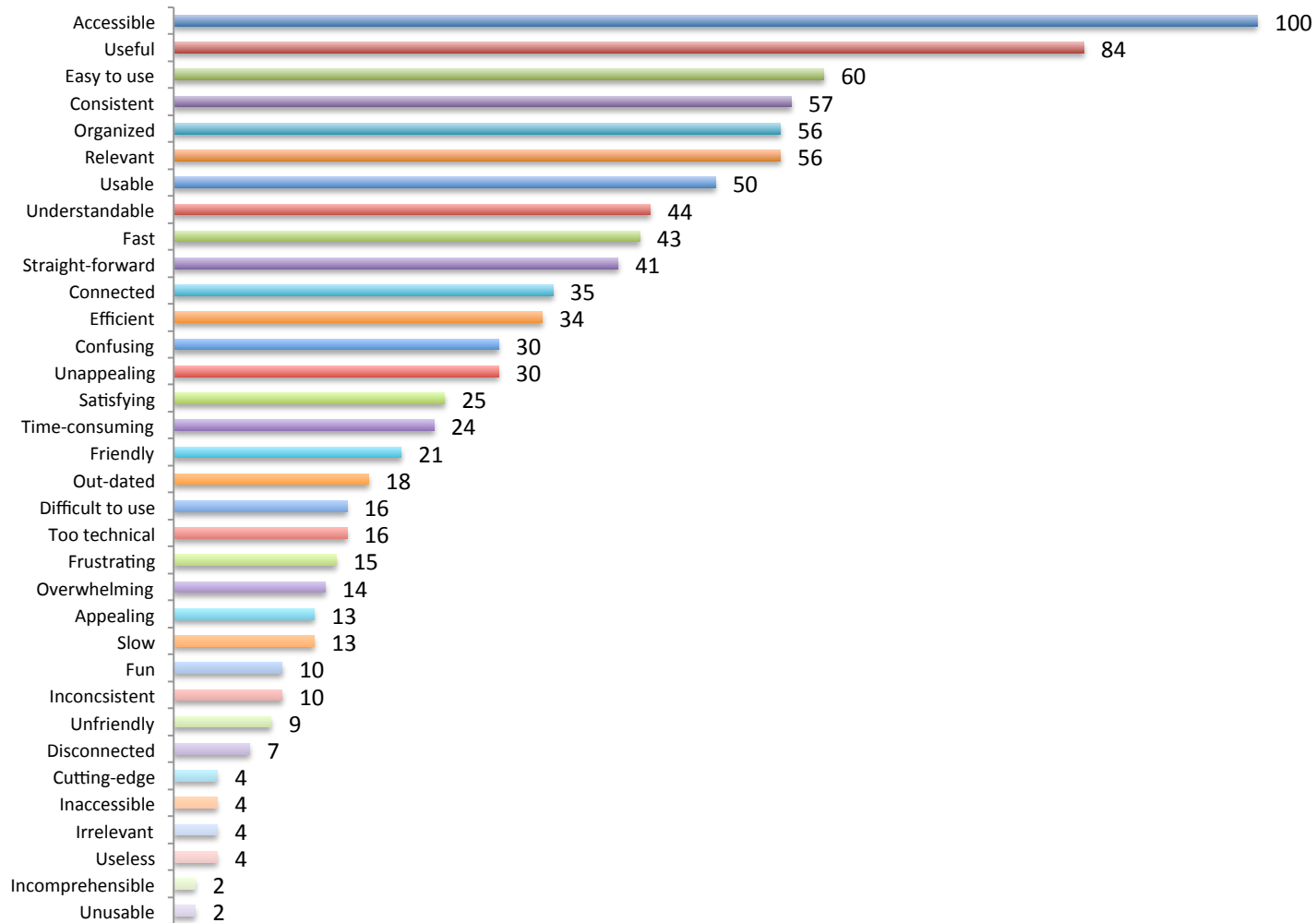


Students' needs & wants



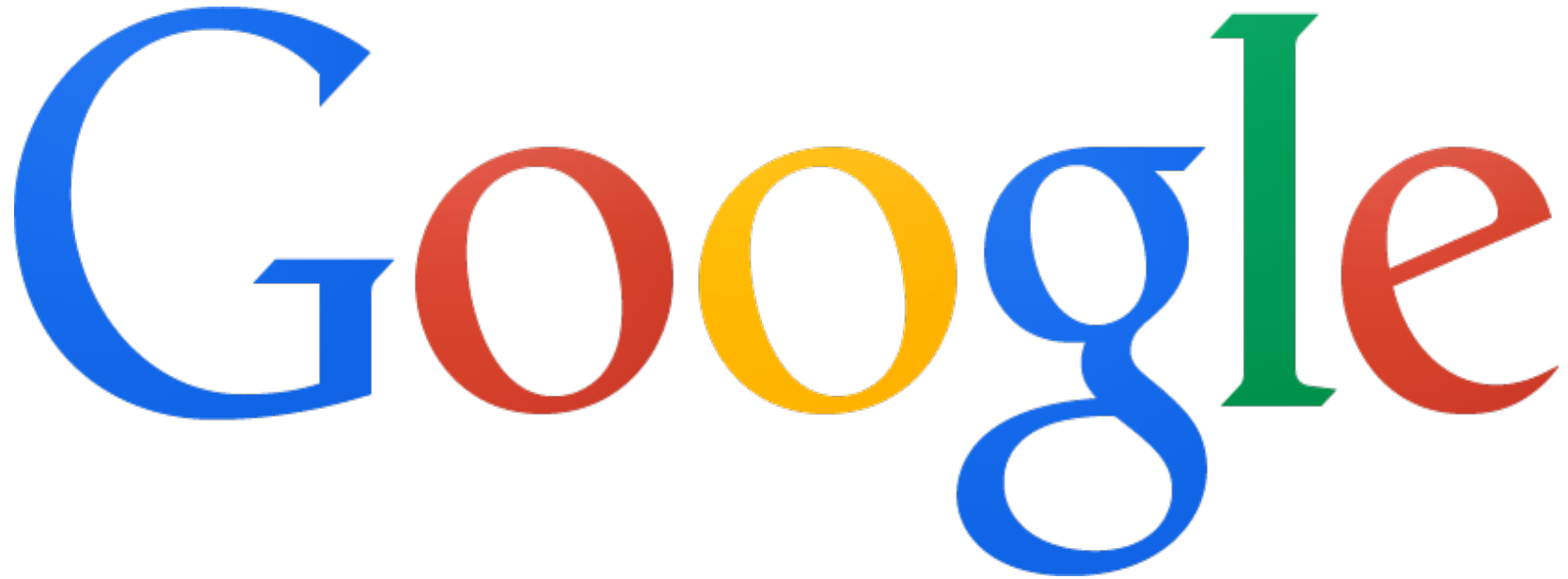
From IUPUI usability survey and Google Analytics

How students perceive?



From IUPUI usability survey and Google Analytics

Google-Like

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'O', yellow 'O', blue 'g', green 'l', and red 'e'.

Wait a Minute!!!

YES

Functions?

- Simple interface
- Auto-complete

OR

Find an answer right away?

- Wikipedia

PhotoMath = Future of the Website?

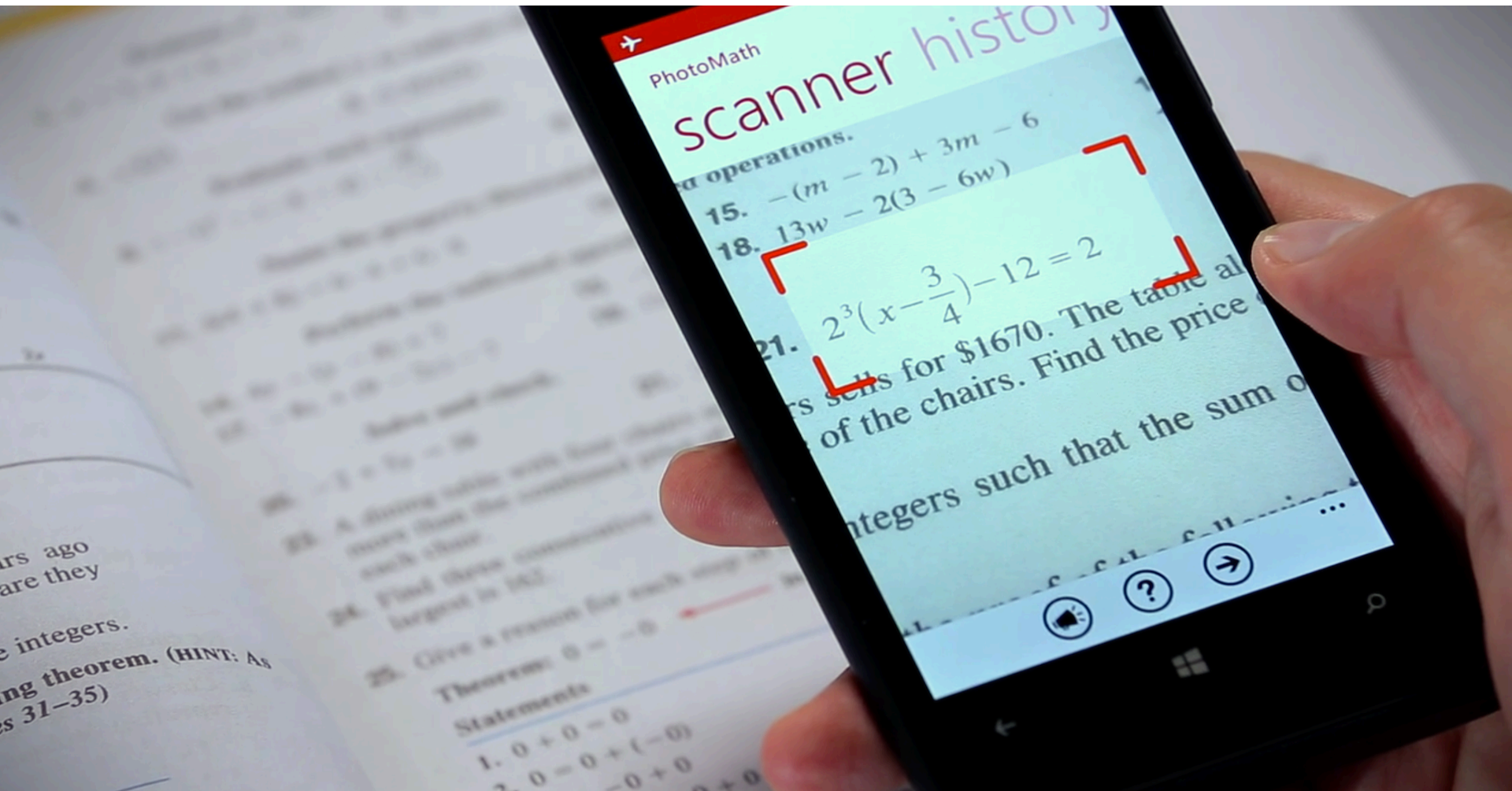


Image credit: Phandroid

<http://phandroid.com/2014/10/21/photomath-scans-math-problems-and-solves-them-android/>

Search vs. Research

Search

To **FIND** a subject

- Question is simple
- Quick
- One try may work
- Types of information sources may not matter
- Enough may be enough
- No further knowledge creation

Ex: Find Monterey's weather on Oct. 29

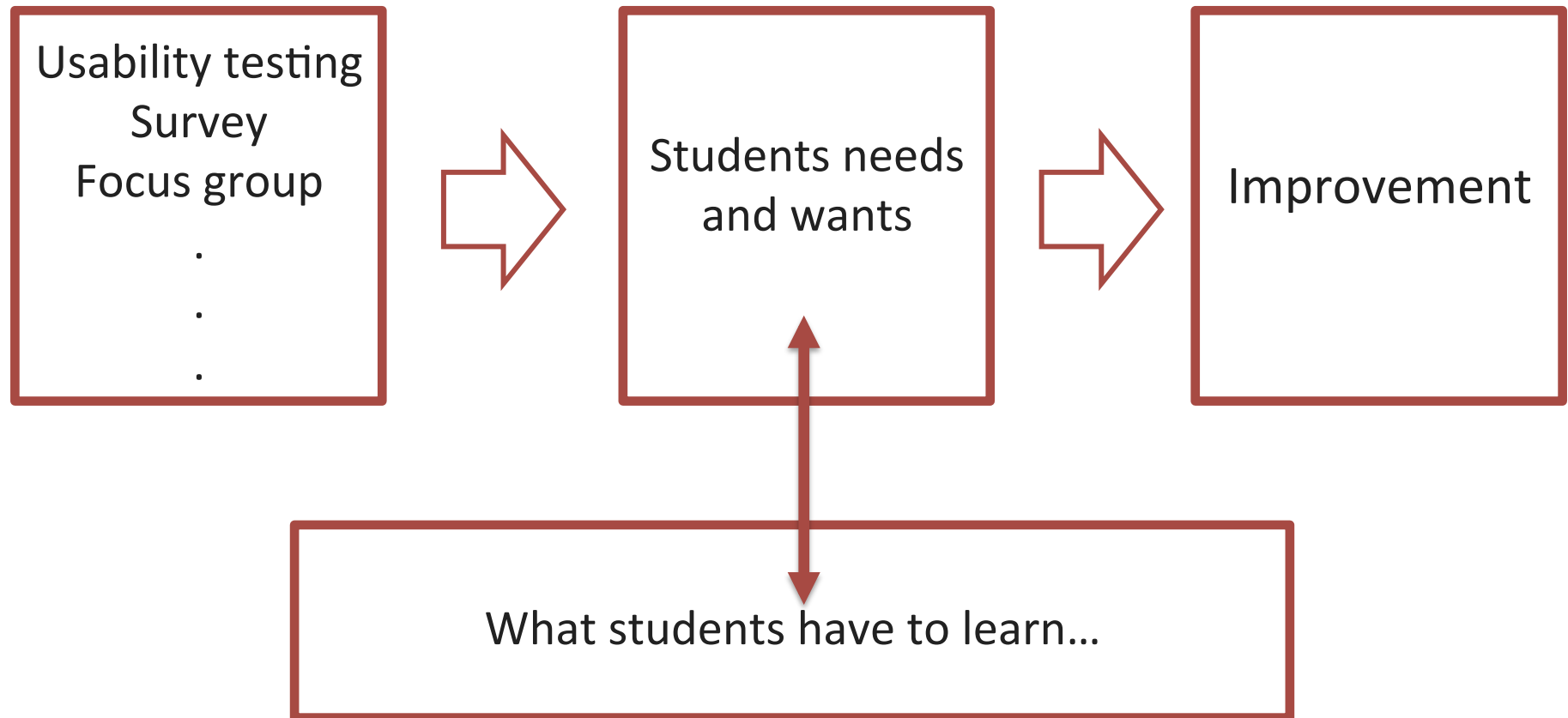
Research

To **STUDY** a subject

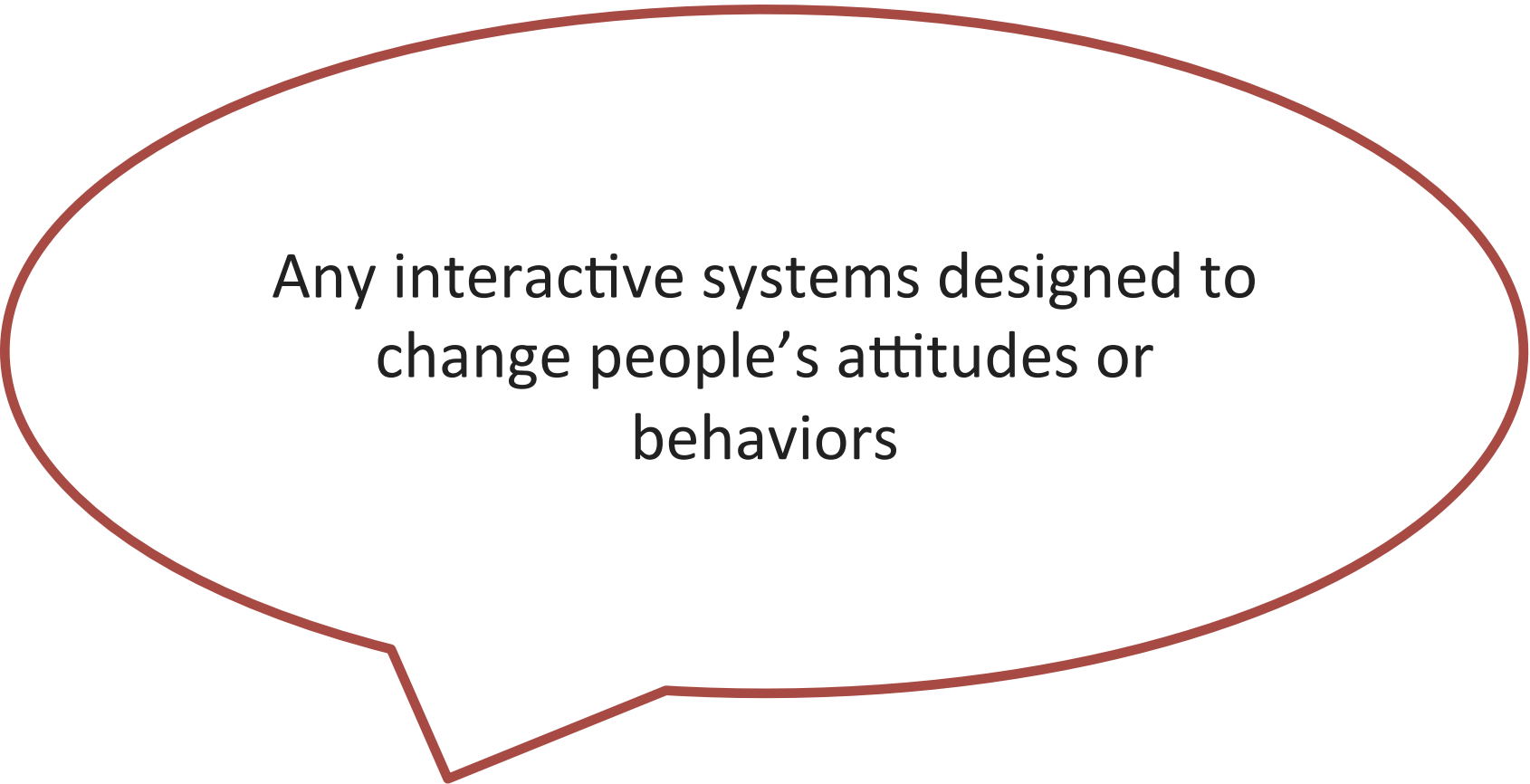
- Question is complicated
- Takes time
- Several tries are involved
- Types of information sources may matter
- Enough may not be enough
- New knowledge as a result

Ex: Study Monterey's last 10 years of weather info to figure out certain trends

Still important to know needs & wants



Persuasive Technologies



Any interactive systems designed to
change people's attitudes or
behaviors

Fogg, B.J. (2003). Persuasive Technology: Using computers to change what we think and do.

Library website as a tool



Library website designed to
**change students' attitudes
or behaviors for research**

What we want to change?

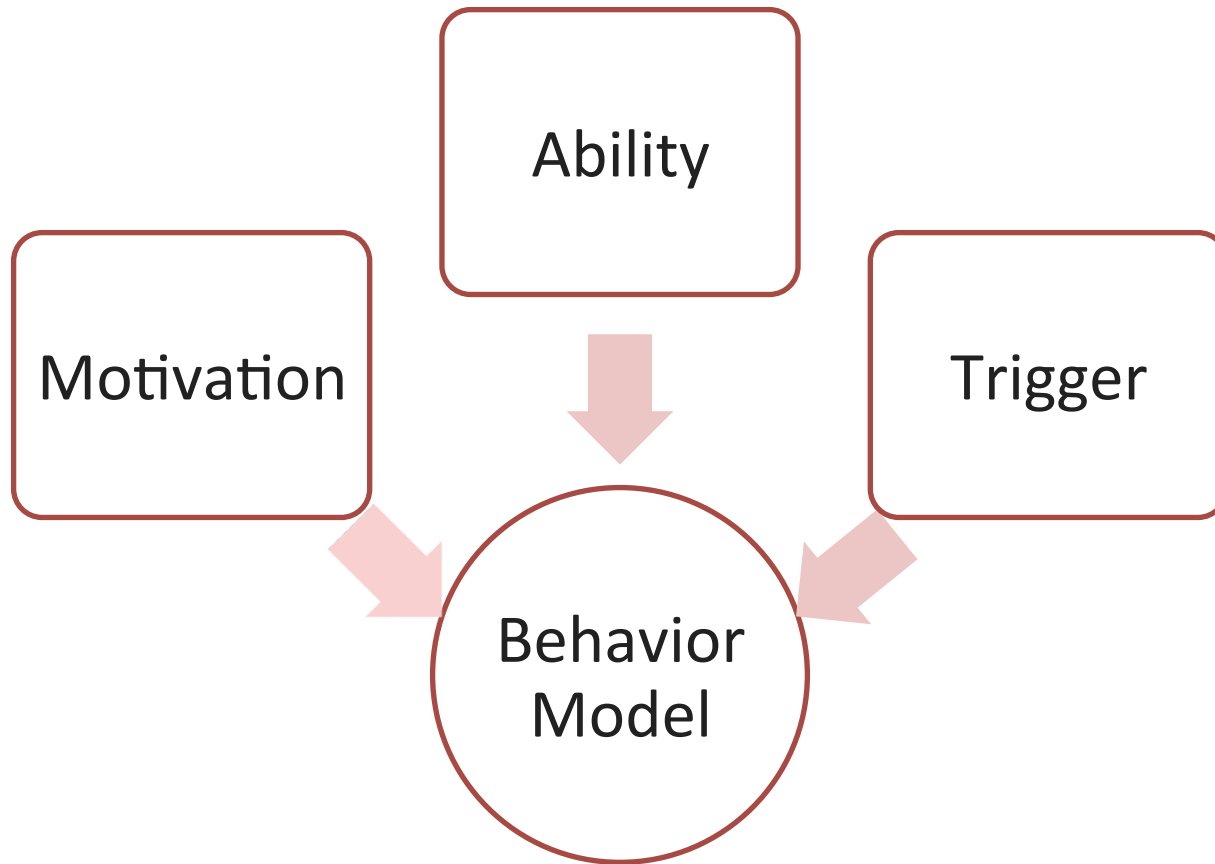
Attitude

- Research takes time
- The first try may not be enough
- Feeling overwhelmed is normal

Behavior

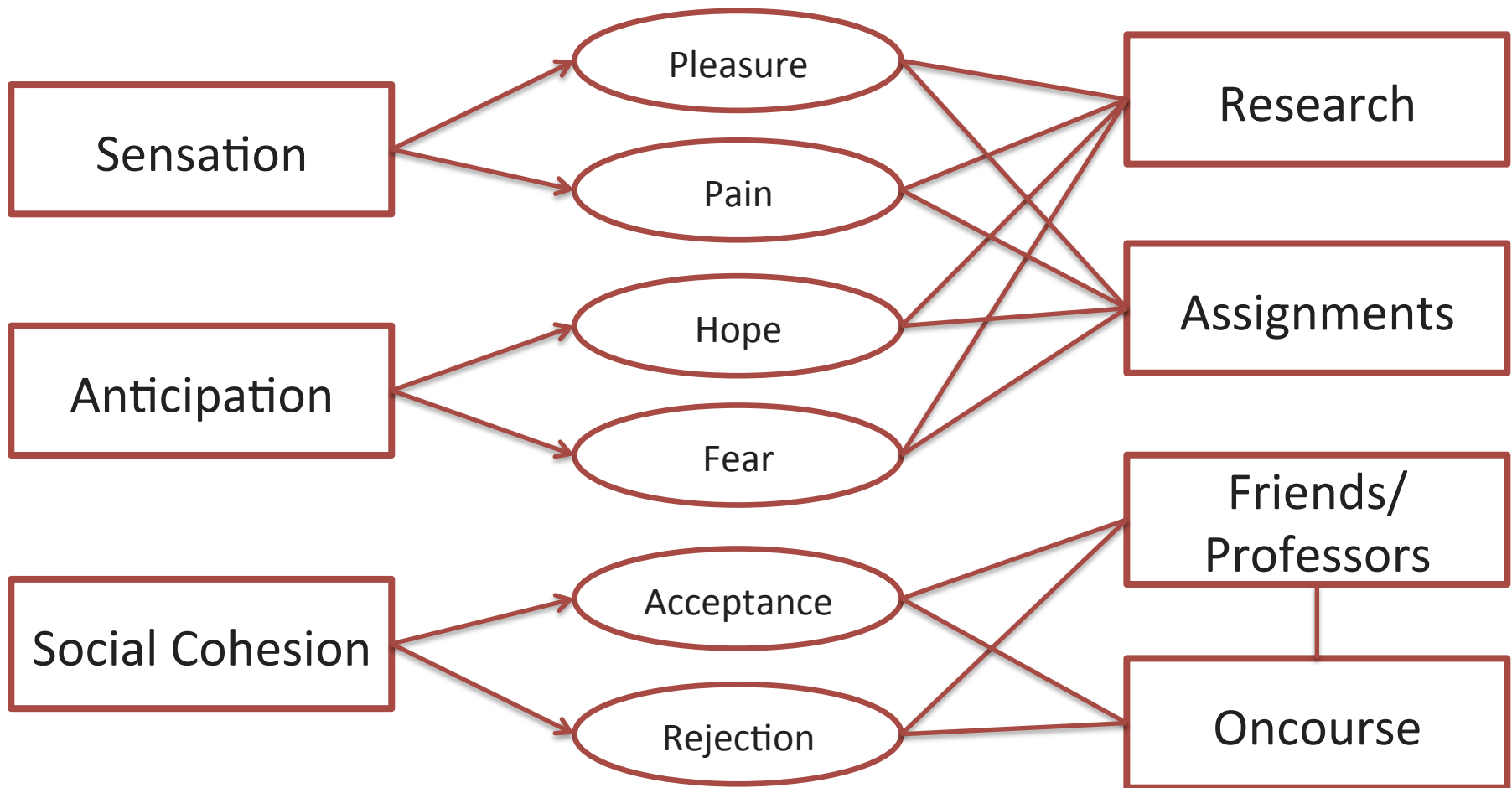
- Try many different resources
- Go beyond Google for academic research (or assignments)

Motivation, Ability and Trigger



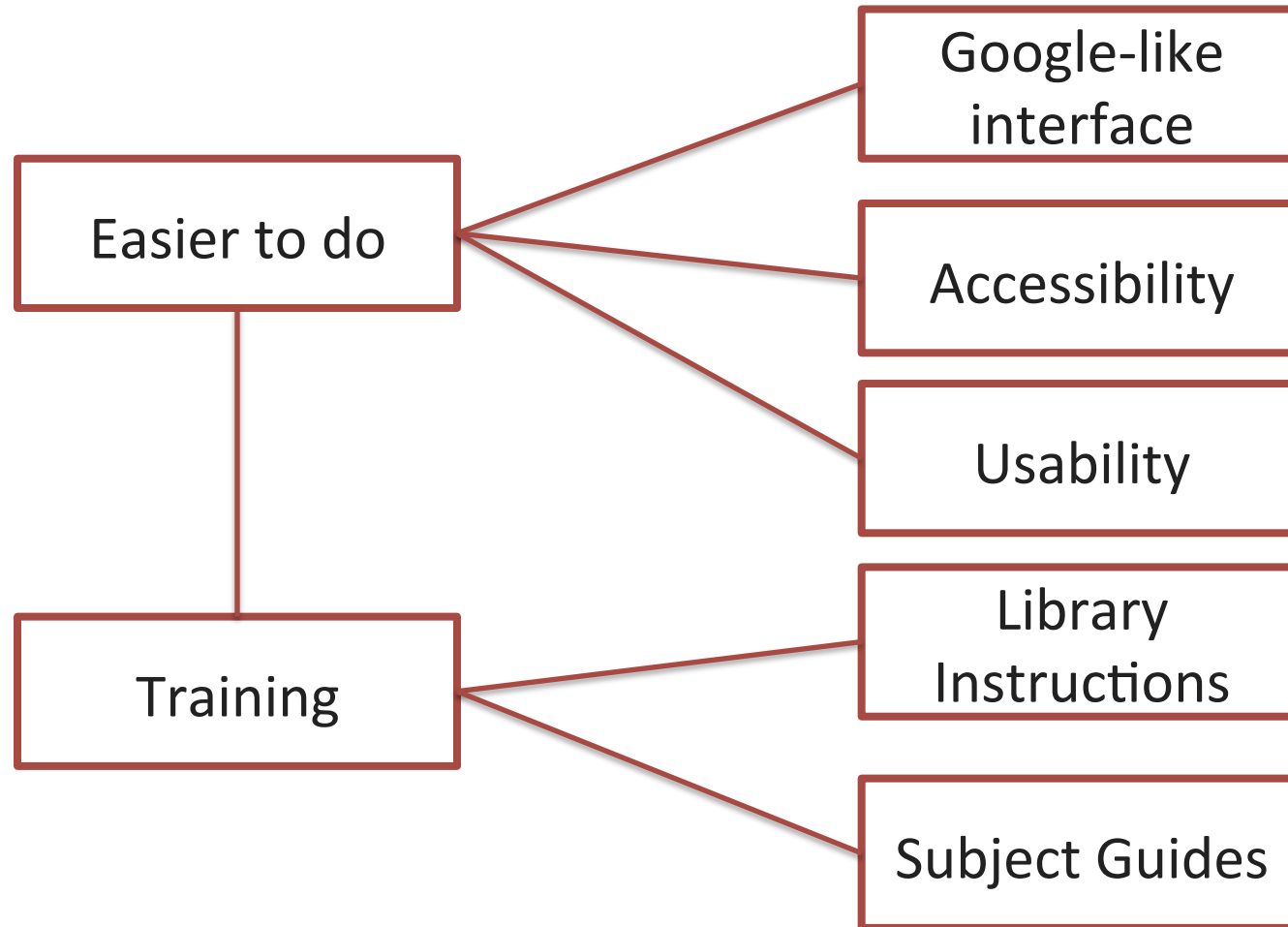
Fogg, B.J. (2011). BJ Fogg's Behavior Model. Retrieved October 21, 2014, from <http://www.behaviormodel.org/>

Core motivators



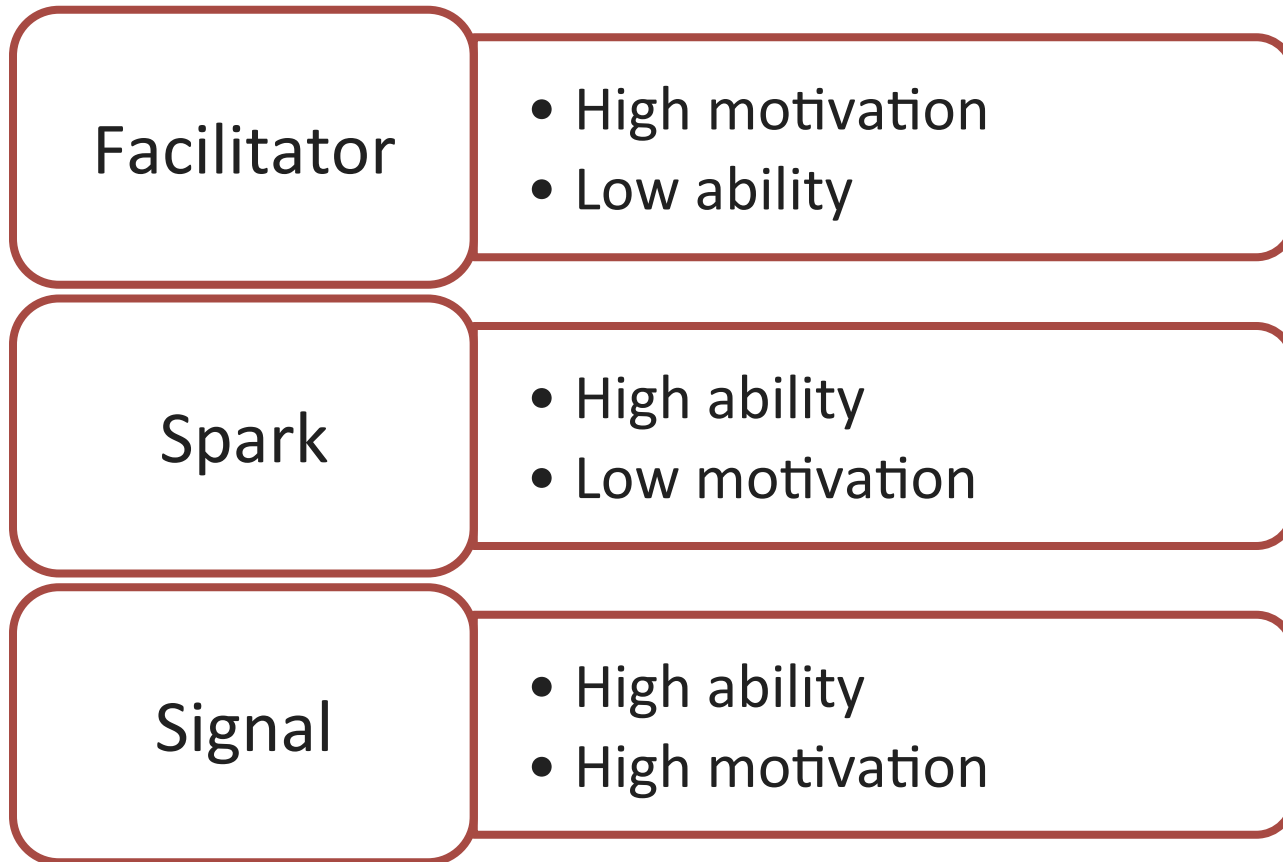
Fogg, B.J. (2011). BJ Fogg's Behavior Model. Retrieved October 21, 2014, from <http://www.behaviormodel.org/>
From IUPUI usability survey and Google Analytics

Ability - Simplicity factors



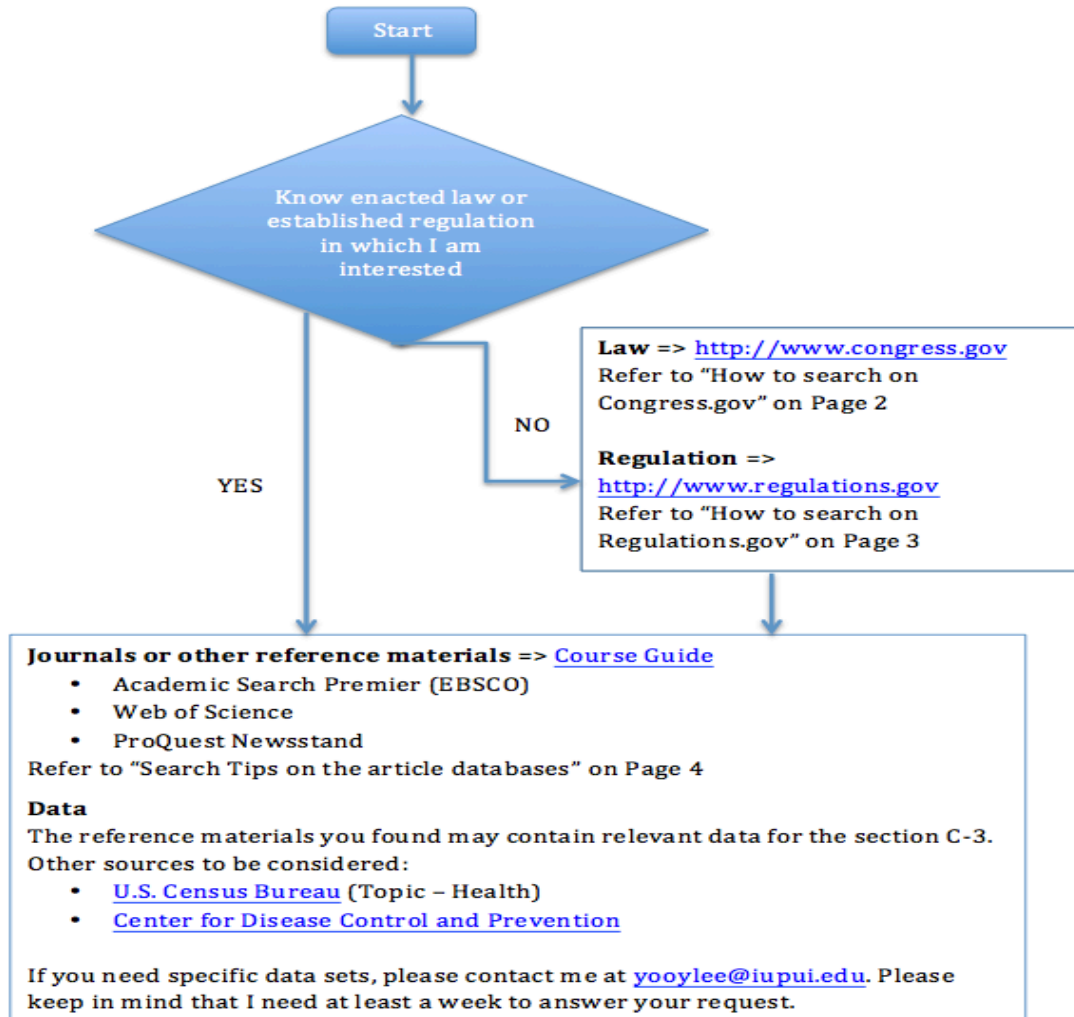
Fogg, B.J. (2011). BJ Fogg's Behavior Model. Retrieved October 21, 2014, from <http://www.behaviormodel.org/>

Triggers



Fogg, B.J. (2011). *BJ Fogg's Behavior Model*. Retrieved October 21, 2014, from <http://www.behaviormodel.org/>

Facilitator



PROCESSES

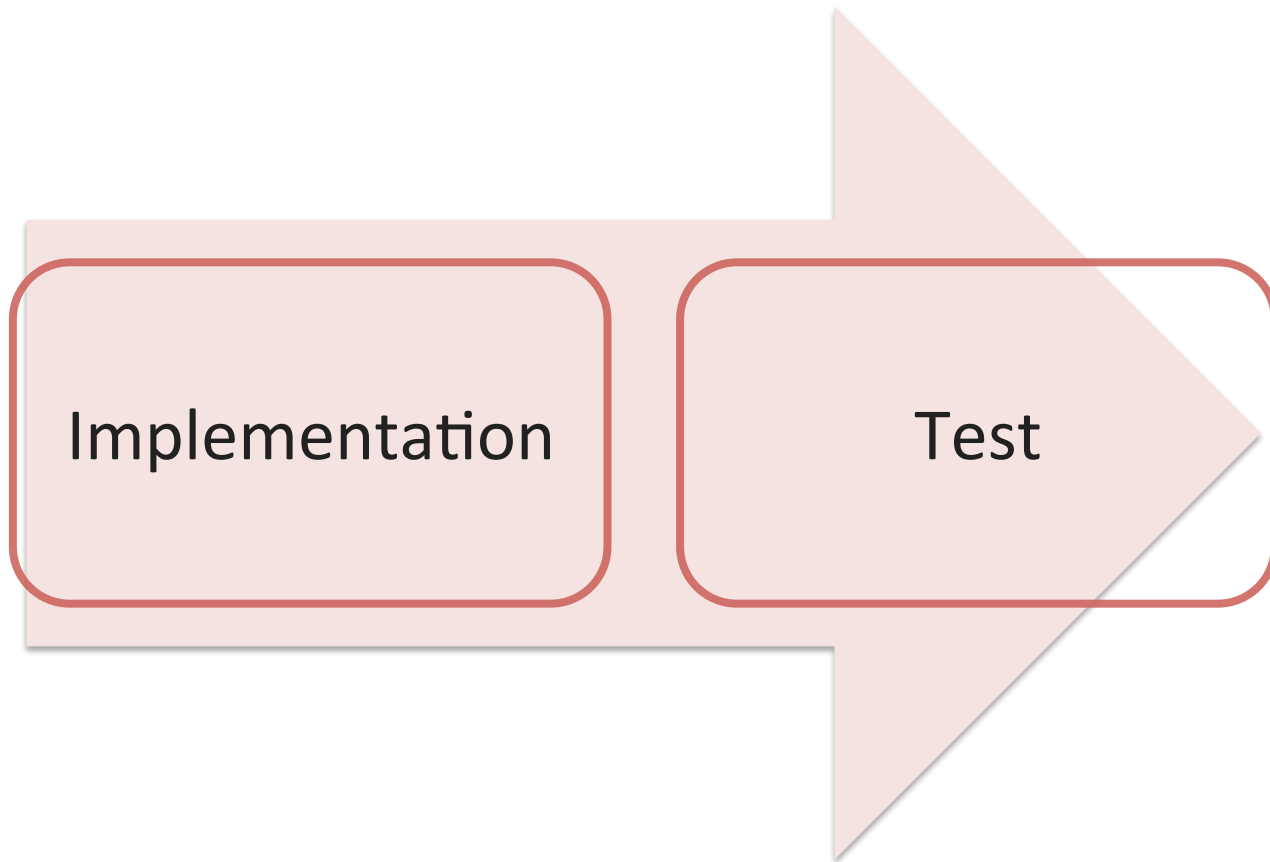
From IUPUI SHRS W362 class <http://iupui.campusguides.com/shrs-w362>

Facilitator with cognitive process



Image credit: AG Marketing & Consulting Group
<http://agmarketingconsulting.com/business-management-consulting/business-management-consulting/>

Next steps



Q&A

Thank You

Yoo Young Lee

Digital User Experience Librarian
Liaison Librarian in Health and Rehabilitation Sciences

Indiana University Purdue University Indianapolis
yooylee@iupui.edu

References

- Fogg, B. J. (2002). Persuasive technology: Using computers to change what we think and do. *Ubiquity*, 2002(December), 5.
- Fogg, B. J. (2009). *Creating persuasive technologies: An eight-step design process*. Paper presented at Persuasive, Claremont, California, 26-29 April.
- Fogg, B.J. (2011). *BJ Fogg's behavior model*. Retrieved October 21, 2014, from <http://www.behaviormodel.org/>
- Hamari, J., Koivisto, J., & Pakkanen, T. (2014). Do persuasive technologies persuade? A review of empirical studies. *Persuasive Technology* (pp. 118-136).
- Sorensen, F., Zhang, Y., & Berge, G. S. (n.d.) *The new science library web app*. Retrieved March 7, 2014, from <http://www.uio.no/studier/emner/matnat/ifi/INF2260/h11/prosjekter/Within%20RB%20with%20your%20phone.pdf>